

FIG.1

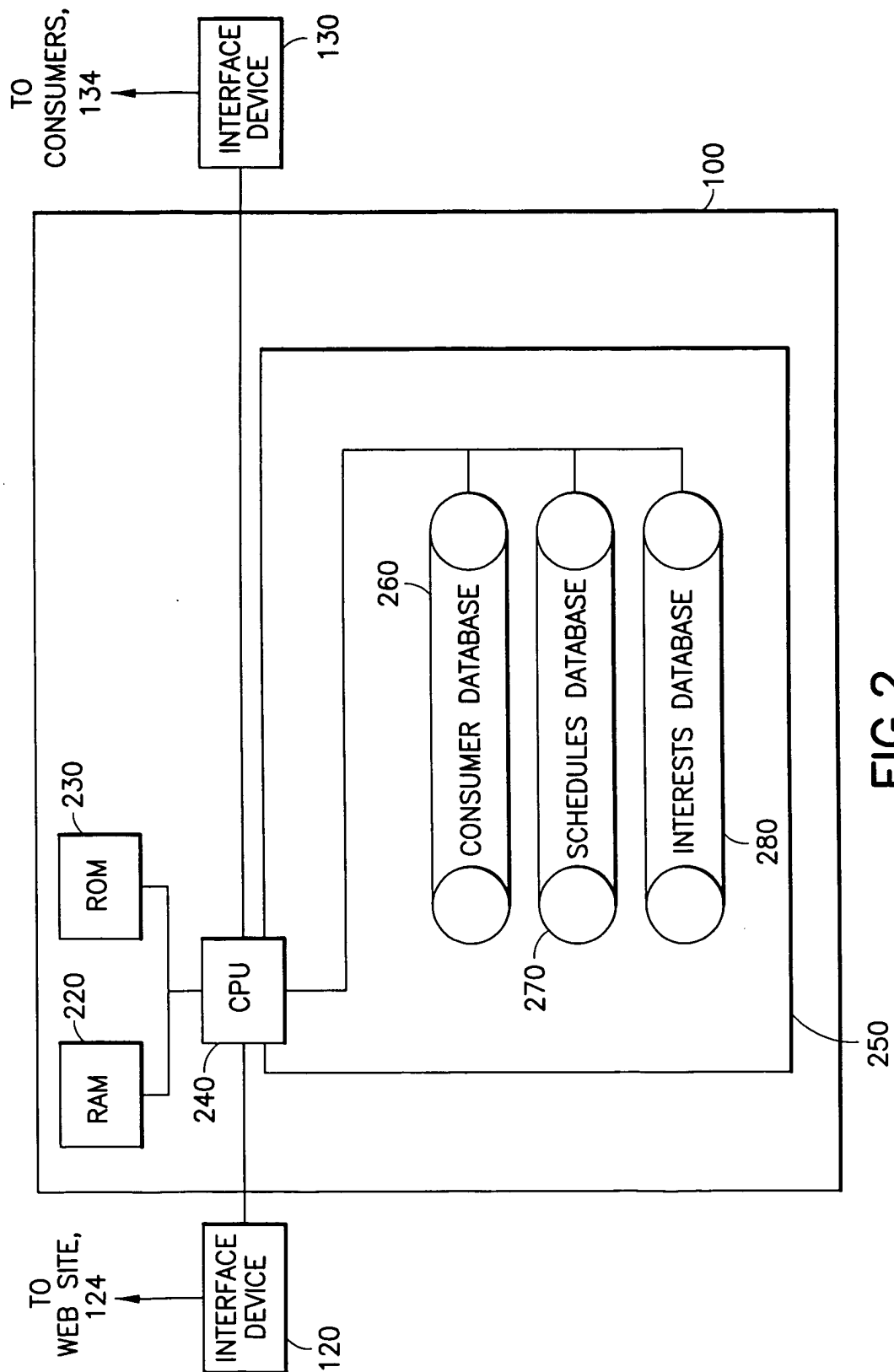


FIG. 2

310	320	330	340	350	360	370	380	390
CONSUMER ID	CONSUMER NAME, ADDRESS AND E-MAIL	GEOGRAPHIC CODE	PERSONAL INFO	REGISTRATION DATE	WEB SITES OF INTEREST	TIME LAST VISITED	INTEREST CATEGORIES	PEER GROUP INTERESTS

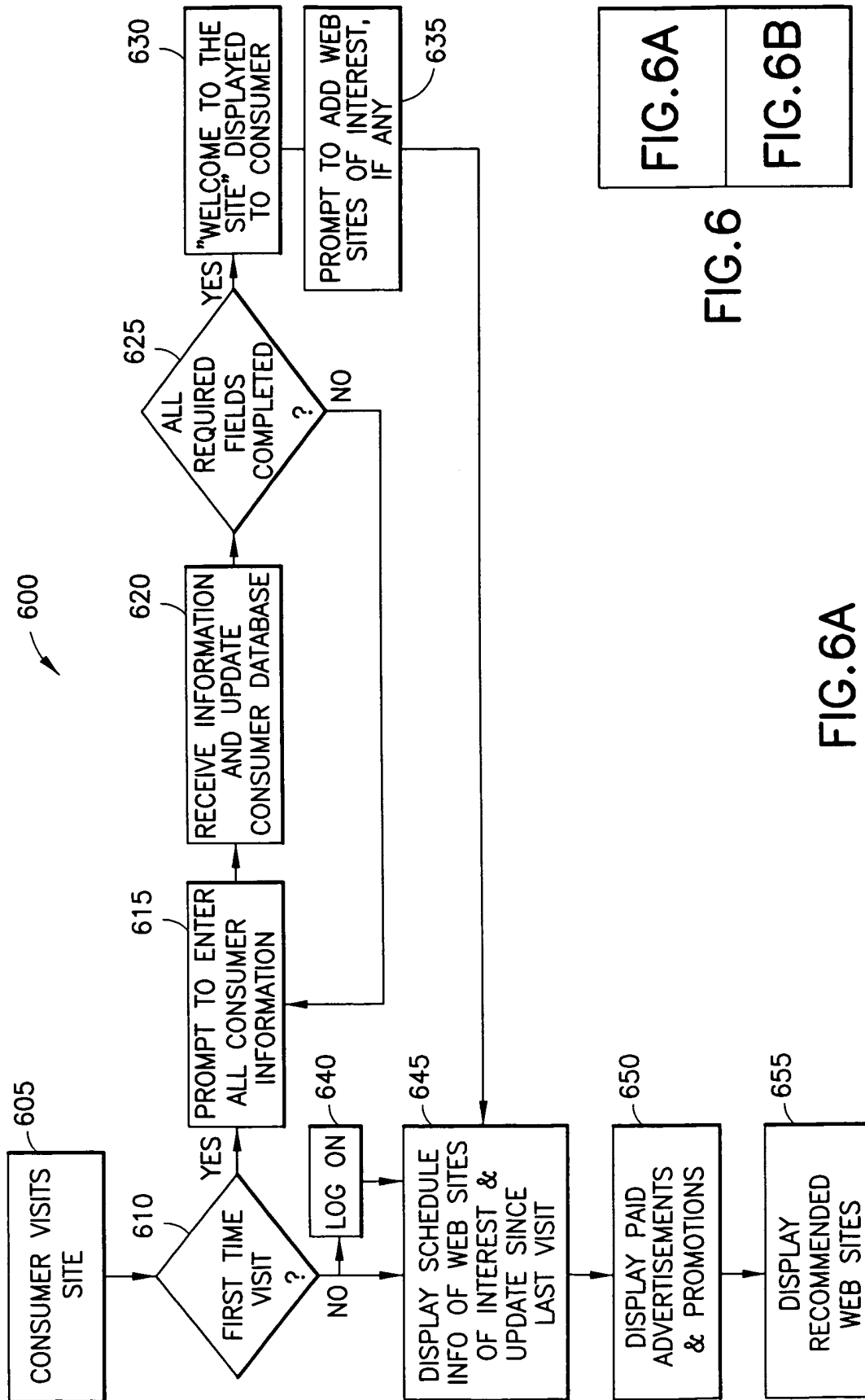
FIG.3 CONSUMER DATABASE, 260

410	420	430	440	450	460	470	480	490	500
WEB SITE ID	WEB SITE NAME/ADDRESS	REGISTRATION INFO(IF ANY)	PREVIOUS SITE CONTENT CACHE	LAST CRAWL	LAST UPDATE	NEXT SCHEDULED UPDATE	NEXT PREDICTED UPDATE	INTEREST CATEGORIES	ADS/PROMOS

FIG.4 WEB SITE DATABASE, 270

510	520	530
INTEREST CATEGORY	ASSOCIATED ADS/PROMOS	WEB SITE TO RECOMMEND

FIG.5 INTEREST DATABASE, 280



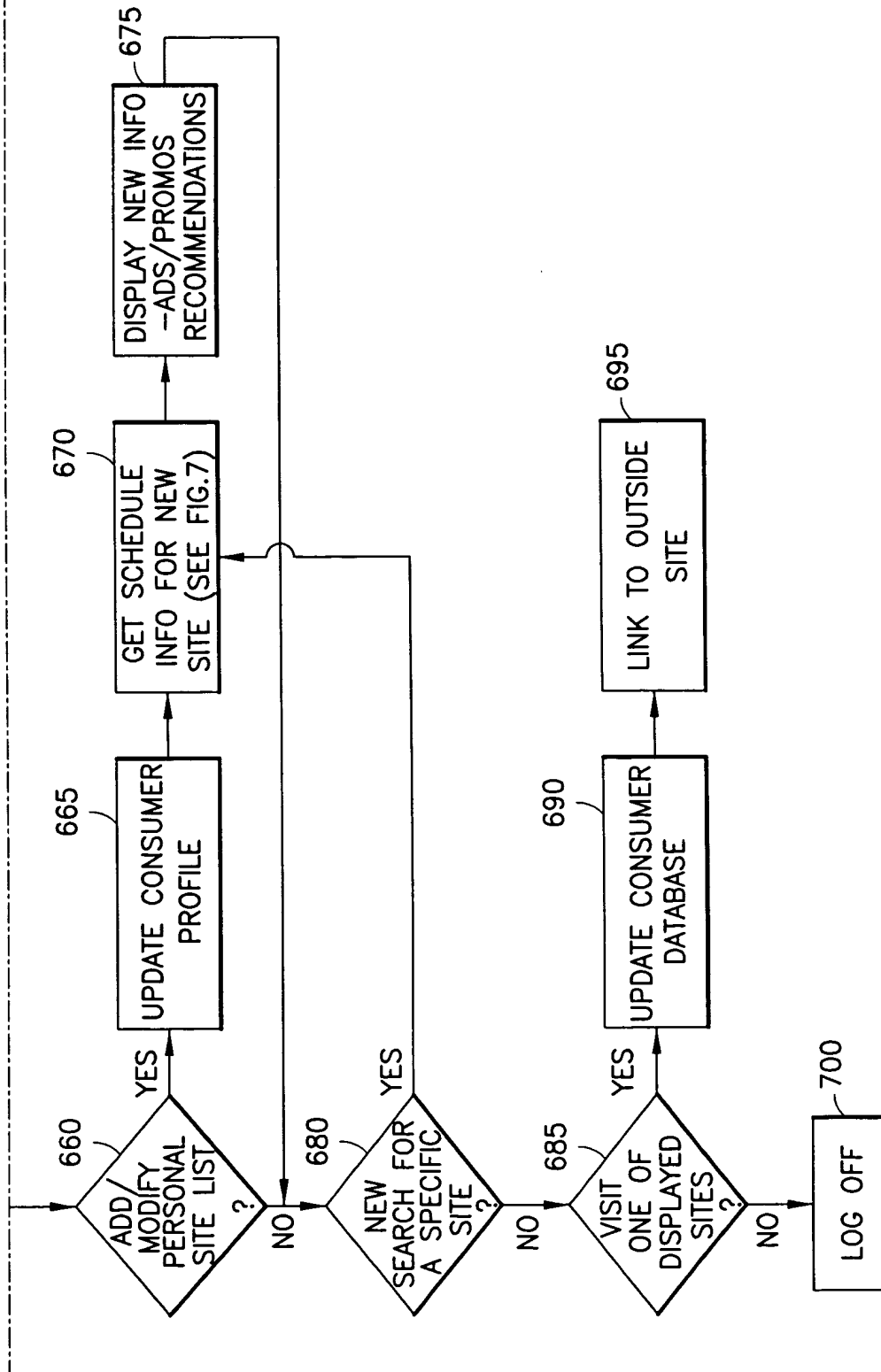


FIG.6B

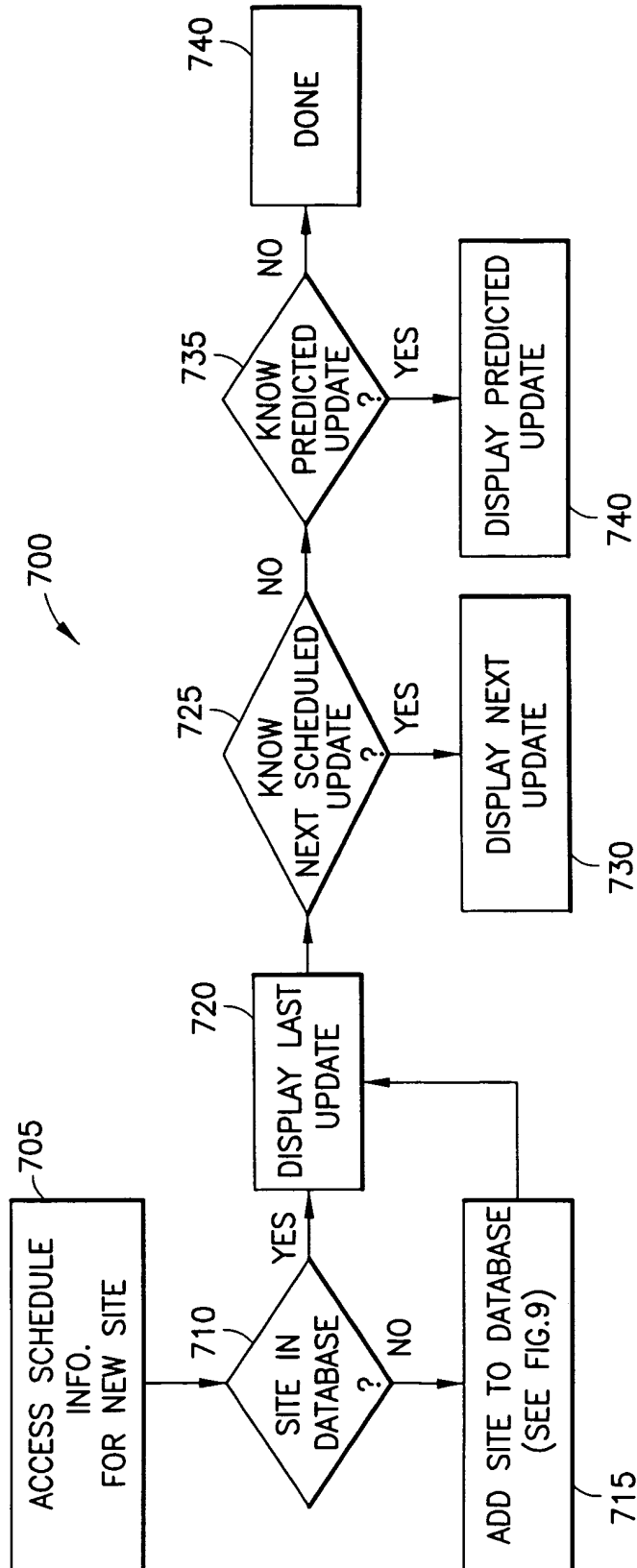


FIG.7

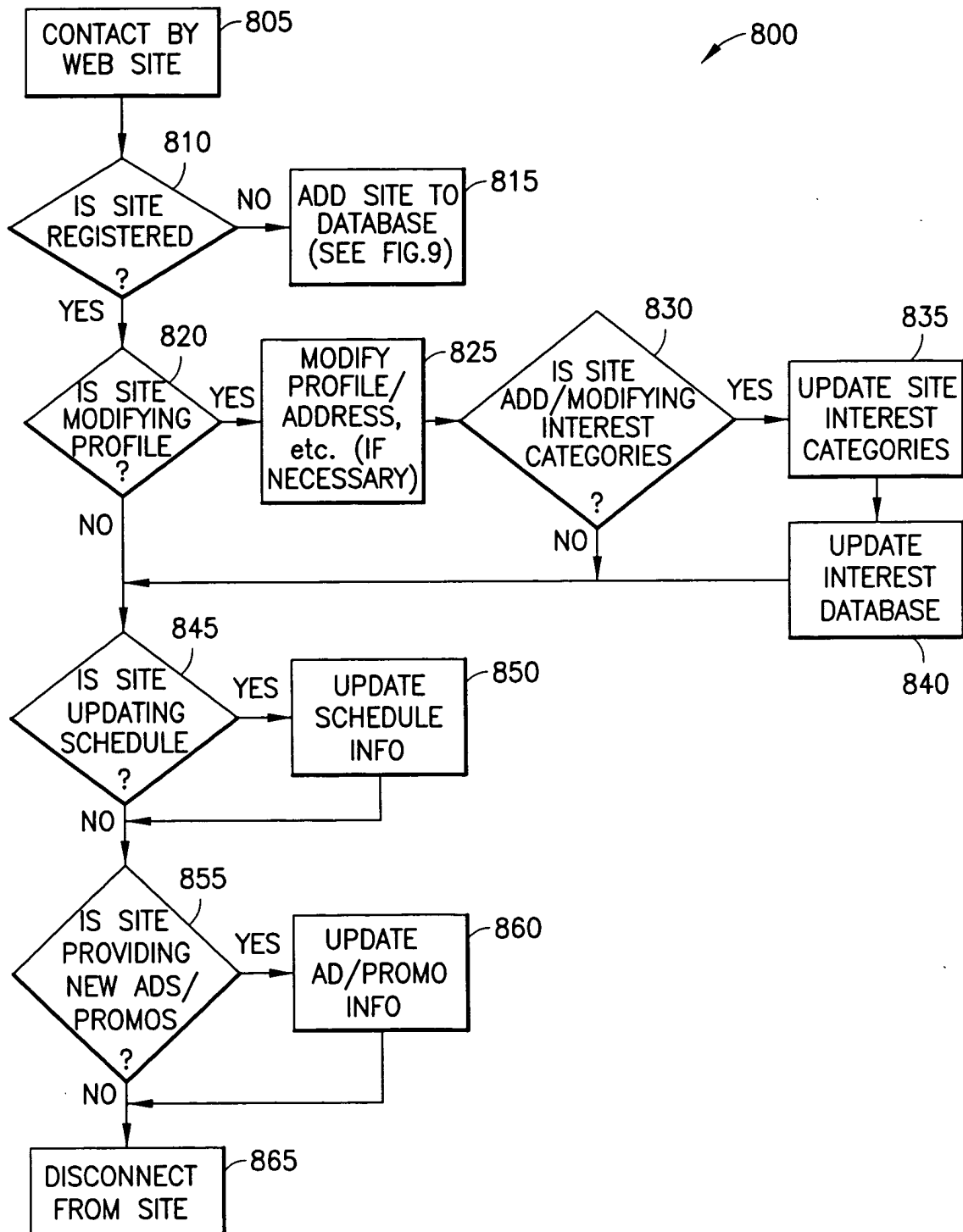


FIG.8

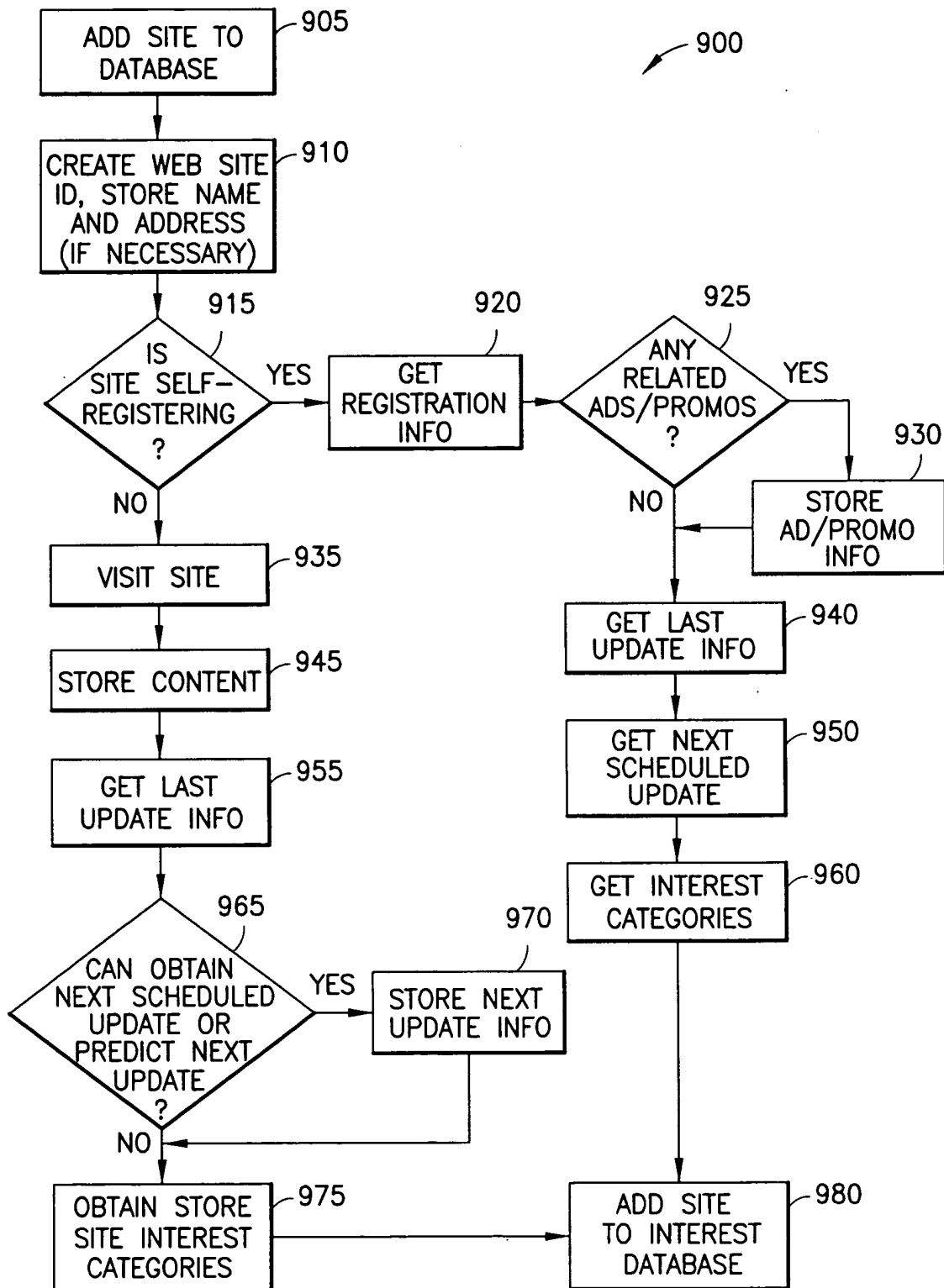


FIG.9

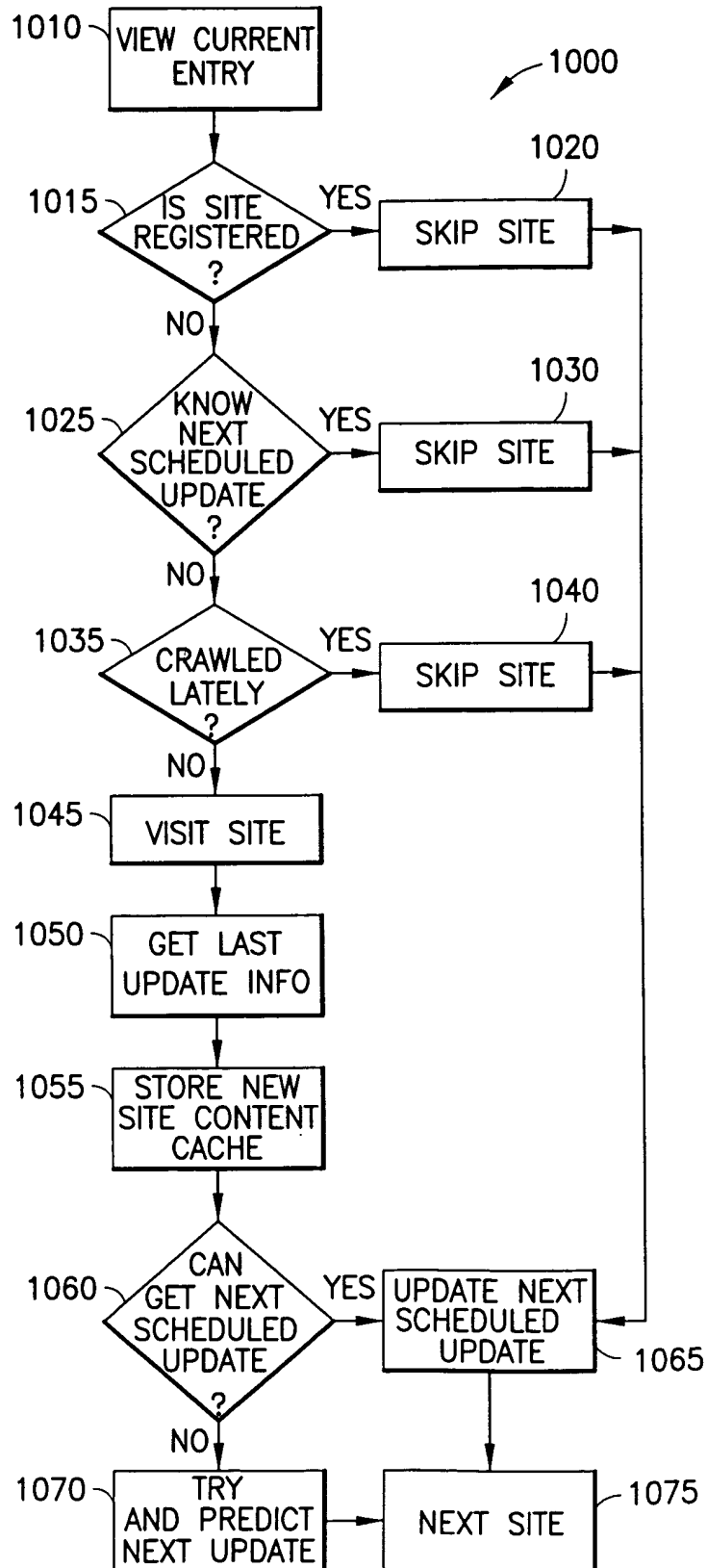


FIG.10